1.4 Preview Questions

1. Explain the difference between “internal shareholder” and “external stakeholders”. Be sure to define each!
2. Explain why employees are often considered to be the key stakeholders in an organization.
3. Distinguish between a “director” and a “shareholder” of a company.
4. What are the four main types of special interest groups (SIGs)?
5. Differentiate between “lobbying” and “boycotting”.
6. How might pressure groups affect the success of a business?
7. Outline four sources of stakeholder conflict in a business.